



FOR IMMEDIATE RELEASE
City of Duluth Police Department

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DATE: 03/26/2014
NATURE OF INCIDENT: "I Got Caught" Seatbelt Campaign
CASE NO.:
INCIDENT DATE :03/31/2014
INCIDENT TIME:
INCIDENT LOCATION: Duluth, Proctor & Hermantown
SUBJECT: "I Got Caught" Seatbelt Campaign
BY: DPD Public Information Officer Jim Hansen (218) 390-2232

The Duluth Police Department along with our TZD partner agencies Proctor and Hermantown will be participating in the “I Got Caught” seatbelt campaign sponsored by AAA on Monday March 31st, 2014. The focus of the campaign is to remind teenagers to wear their seatbelts to help Minnesota work Towards Zero Deaths in traffic related crashes. During the event, Police Officers will be at area high schools watching for students wearing their seatbelts and handing out Dairy Queen Blizzard certificates along with bracelets.

Click on the link to check out the “I Got Caught” video made by AAA:

<https://www.youtube.com/watch?v=yyIZTwbTmuE>

Toward Zero Deaths

DWI enforcement and education is a component of the state’s core traffic safety initiative, Toward Zero Deaths (TZD). A primary vision of the TZD program is to create a safe driving culture in Minnesota in which motorists support a goal of zero road fatalities by practicing and promoting safe and smart driving behavior. TZD focuses on the application of four strategic areas to reduce crashes — education, enforcement, engineering and emergency trauma response.



I GOT CAUGHT!

Rewarding Teens for Wearing Seat Belts

AAA's "I Got Caught" program rewards teenage drivers and their passengers for wearing seat belts. Partnering again with the Minnesota Sheriff's Association, the Minnesota Chiefs of Police Association, and North Memorial Ambulance Service, this program seeks to create a positive reinforcement campaign to encourage and reward seat belt use among Minnesota's teenagers.

Partnering agencies can work in conjunction with high schools that choose to "catch" teens wearing seat belts upon

arrival to or departure from school facilities and/or school events. These rewards are not to be used as part of any traffic stop.

Teens "caught" wearing their seat belt can be rewarded with a buckle-up bracelet; a free Davanni's, Kwik Trip or DQ coupon, valid at participating stores; or a free Mystery Ride ticket to Nickelodeon Universe at Mall of America. Last year, partnering agencies implemented the program around prom and graduation season to promote seat belt use during that critical time.

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